

# Project CMC – Clusters meet culture

## Project results and outputs by PP9 - SOPK Bratislava – Slovakia

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## Some basic facts making difference to other project partners:

- SOPK – one partner in the country against two in other countries/regions;
- Because the CMC project is focused on European Capitals of Culture and their surroundings, we focused on Košice region (Košice ECoC 2013) and neighboring Prešov region;
- Regional PPs have immediate contact with regional authorities against our team located in Capital of country;
- All PPs can be refunded 85 % of eligible costs by ERDF. The remaining 15 %, we as SOPK bear like our own costs against other partners having refunded them by domestic public budget.



## Some facts making difference to CMC project assumptions:

- Lack of clusters development among small and medium enterprises - unwillingness to merge into clusters - entities with very short history and uncertain future (there are clusters consisting of large and medium production plants – automotive, plastics clusters, a.s.o.);
- Public-private partnership - non-spread in our environment except of big infrastructure projects where on public side there is directly the central government and except of tourism sector – public bodies like municipalities can establish, together with private tourism operators, Regional Tourism Organizations supported by state budget;
- CSR – non-developed segment of SME’s behavior in the country.

Having the above mentioned basic starting position we had to find *modus operandi* how to cope this challenge accepting the reality on one hand and being in line with the project demands on the other hand.

You can judge, how we manage it.

## WP1 project and financial management

- Build up a team
  - We started 9 people including Headquarters and regional chambers;
  - Now, at the end of the 4<sup>th</sup> period, we are 22 and a ceiling is not reached.
- Why mentioned?
- The number of team members increased naturally when shopping trainers joined us;
- When the first public procurement was not approved by FLC, we recognized, this is not a way;
- **Consequence: reallocation of budget according to budget lines – from external to staff costs;**
- Side effect: the more people involved the more problems may occur



## WP2 communication activities

- We involved to the project two self-governing regions through their departments of tourism/ culture/press service and trough their specific bodies – County Tourism Organizations;
- Info materials about products of excellence, main data about tourism demand and tourism websites about Košice region delivered to the Web promotion strategy made by “incipit”;
- ICT platform – after a certain time of seeking the optimal solution we approved our own concept of content and localization of subpage with interactive maps including points of interest. Now, it is under construction;
- Text of CMC promotional brochure translated into Slovak, illustrative photos delivered and printed brochures disseminated within two regions to stakeholders, county bodies and target groups.



## WP3 investigation about mechanism for twinning "in city tourism" with productive districts

Investigation for WP3 Handbook:

- fulfillment of 27 Questionnaires from clusters, institutions and companies,
- 3 deep interviews about cluster policy made (ministry of economy, self governing region and touristic cluster),
- CSR best practices templates delivered.



## WP4 developing transnational scheme for promoting Private-Public Partnership between culture-tourism and industry

For WP4 Handbook:

- carried out and delivered PPP survey in Slovakia, PPP case studies analysis, SWAT analysis.

WP4 Handbook translated into Slovak and printed 150 copies.



## WP5 creation of a new professional figure the “shopping trainer”

*SOPK PP9 responsible for coordination WP5*

- The principal opinion regarding the shopping trainer figure (WP5) and another professional profile/figure (WP6) was elaborated and given to PPs at Maribor meeting in April 2013 for discussion;
- Shopping trainer is the key figure of WP5 and the whole project. The main function of the “CMC Shopping trainer” should be **networking of industrial clusters with culture and tourism.**

Two key decisions were adopted on this regard:

- Shopping trainer in WP5 (further called “CMC trainer”) and professional profile/figure mentioned in WP6 are two different figures (further called “Territorial product manager”);
- Training for CMC trainers will be organized in two steps: In first step 2 persons from each partner (project staff) will attend the “CMC trainer” transnational training and train in a second step 4 other “CMC trainer” persons in their region.



Veneto region prepared the general training curricula for the **transnational training** meeting (Vicenza) attended by 24 CMC trainers

Project partners in project regions tailored the transnational curricula to their regional needs – in regional trainings trained other 50 CMC trainers – together 74



## WP6 wide awareness program for increasing know-how and skills on CMC opportunity

- WP6 brochure on PPP/PPC translated and printed 1000 copies;
- Informative events for stakeholders – potential adepts of TPM workshops carried out in two regions: Košice and Prešov on our own costs) – 55 stakeholders;
- Two days workshops for TPMs taking place in Košice and Prešov – 27 adepts;
- Nowadays is running the period of coaching the adepts by CMC trainers;
- On 17 and 18 September (Košice and Prešov) will take place the final stage – the defense of Business plan and Individual marketing plan by each trainee.



## WP7 Project sustainability

- Memorandum of Understanding among regions involved in CMC project we envisage to have signed in September/October;
- We intend to sign another MoU between Regional Chamber Košice and County Tourism Organization in order to spread the training of TPM according to localized curricula with CMC approach. The same in Prešov region;
- End of September we organize our own final conference to present CMC project – its outputs and results to audience from stakeholders, regional governments, tourism clusters and other organizations and institutions;
- Business models will be presented at the conference and offered to tourism clusters – Regional tourism organizations and other institutions.



# Thank you for your patience and hearing me to the end

